

User Friendly Web Sites

Our words of wisdom...
"If it isn't usable, they won't." Brock Allen

1. Know your customer and understand his/her capabilities and needs.
2. Plan your development process to include usability testing early and often.
3. Offer content in an intuitive manner—provide a usable flow and organization of the information.
4. Help customers identify their information needs, and find the information easily.
5. Consider how the physical/technical characteristics of the web site make it more or less accessible for the customer.
6. Get ongoing customer input once the site is up.
7. Entice customers to come back.

Our Panel

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Suggested Resources

Allen, Brock, *POSIT, Principles for One Stop Information and Training*. Read the table of contents for a quick course in usability! Online at <http://clipt.sdsu.edu/posit>

Creating Killer Websites Online, Design tips and links to exemplary web sites, online at <http://www.killersites.com>

Contentbank.org Developed by the Children's Partnership. Includes links to "Great Sites". Online at www.contentbank.org

Human Factors International. Especially, see
--*Guidelines for Developing Interactive Statistical Interfaces*;
--*Data Exploration Interfaces, Meaningful web database mining by non-statisticians*; and
--*Data Access Tools Created with Citizens in Mind*.
Online at www.humanfactors.com

Kosslyn, Stephen, *Elements of Graph Design*, WH Freeman, New York, 1994.

Nielsen, Jakob, Fortune Magazine's "reigning guru of Web usability" in 2000. See his site at <http://www.useit.com/>

Nielsen, Jakob, *Designing Websites with Authority*, New Riders Publishing, 1999.

Nielson Norman Group, online at <http://www.nngroup.com/>

Norman, Donald, *The design of everyday things*, Doubleday, New York, 1990.

Olson, George, *The Backlash against Jakob Nielsen and What it Teaches Us* <http://www.usabilitynews.com/news/article603.asp>

Online Content for Low-Income and Underserved Americans: The Digital Divide's New Frontier. Find it, and other relevant Children's Partnership studies online at www.childrenspartnership.org

Rubin, Jeffrey, *Handbook of Usability Testing*, John Wiley & Sons, New York, 1994.

Shneiderman, Ben, *Designing the User Interface*, 3rd ed., Addison Wesley, Reading, MA, 1997.

Siegel, David, *Creating Killer Web Sites*, Hayden Books, Indianapolis, IN, 1997.

Tufte, Edward, *Envisioning Information*, Graphics Press, Cheshire, CT, 1991.